

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1980

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	14.0	14.2	15.0	13.1		13.7	14.4	13.9	12.3	14.8	13.9	11.3	13.4
NO. OF PROGRAMS	8	7	26	3	1FR	8	25	30	29	36	65	23	88

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM						WEEKEND DAYTIME		
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	8.2	10.9	6.1	7.4	5.4	7.6	5.7	7.5	6.7	4.4	6.1	5.4	5.9
NO. OF PROGRAMS	5	3	11	15	8	4	17	13	30	34	5	5	10

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 10, 1980

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BARBARA WALTERS SUMMER SP(5)	21.6	16,480	10	60 MINUTES	18.5	14,120
2	TRAPPER JOHN, M.D.#	21.3	16,250	11	HART TO HART#	18.3	13,960
3	THREE'S COMPANY	20.1	15,340	12	ALICE	18.2	13,890
4	DALLAS	19.2	14,650	13	FANTASY ISLAND	17.7	13,510
4	TAXI	19.2	14,650	14	NBC MONDAY NIGHT MOVIES	17.2	13,120
6	JEFFERSONS	19.0	14,500	15	LOVE BOAT	16.2	12,360
6	M*A*S*H#	19.0	14,500	16	VEGA\$	16.0	12,210
8	DUKES OF HAZZARD	18.6	14,190	16	WKRP IN CINCINNATI	16.0	12,210
8	20/20	18.6	14,190				



1 TUE. 8.00P 30 CBS CS	3	196	93	A	6.9	16	526	1 SAT. 9.06P 1 NBC N	B	15.3	28	1167		
GOOD TIME HARRY								2 SAT. 9.04P 1						
1 SAT. 10.30P 30 NBC CS				B	7.3	16	557	NBC NEWS UPDATE-SUN.	A	11.7	22	893		
								SUN. 8.58P 1 NBC N	B	17.0	27	1297		
GOODTIME GIRLS	2	195	192	98	96	A	9.7	22	740					
FRI. 8.30P 30 ABC CS				B	9.7	22	740	NBC NIGHTLY NEWS-SAT.	A	7.7	20	588		
HAPPY DAYS	41	200	208	99	99	A	13.9	30	1061	B	8.6	19	656	
TUE. 8.00P 30 ABC CS				B	20.0	34	1526	1 SAT. 6.35P 25 NBC N						
								2 SAT. 6.30P 30						
HART TO HART	29	197		98		A	18.3	34	1396	NBC NIGHTLY NEWS-SUN.	A	7.8	19	595
1 TUE. 10.00P 60 ABC PD				B	19.2	33	1465	SUN. 6.30P 30 NBC N	B	8.5	17	649		
HERE'S BOOMER	15		191		96	A	7.8	18	595					
2 FRI. 8.00P 30 NBC GD				B	11.7	24	893	NBC NIGHTLY NEWS	A	9.9	23	755		
								M-F 6.30P 30 NBC N	B	12.5	24	954		
HOUSE CALLS	8	196		99		A	15.3	26	1167	NBC THURSDAY NIGHT MOVIES	A	12.6	24	961
1 MON. 9.30P 30 CBS CS				B	17.8	30	1358	2 THU. 8.00P 180 NBC FF	B	12.7	24	969		
INCREDIBLE HULK	39	191	182	98	98	A	10.8	25	824					
FRI. 8.00P 60 CBS SF				B	16.1	30	1228	NBC TUESDAY NIGHT MOVIE	A	11.6	21	885		
								2 TUE. 9.00P 120 NBC FF	B	14.8	26	1129		
JEFFERSONS	38	195	192	99	95	A	19.0	33	1450	NETWORK(S)	A	12.6	24	961
1 SUN. 9.30P 30 CBS CS				B	22.6	35	1724	1 TUE. 8.30P 150 CBS FF						
2 SUN. 9.30P 60														
KNOTS LANDING	7	185	194	96	98	A	11.9	22	908	NEWSBREAK M-F	A	11.6	23	885
THU. 10.00P 60 CBS GD				B	13.6	26	1038	1 THU. 8.58P 1 CBS N	B	14.4	23	1099		
								1 TUE. 9.10P 1						
LAROUCHIE FOR PRESIDENT(S)			180		98	A	11.3	20	862	1 WED. 9.08P 1				
2 TUE. 10.55P 5 CBS P								2 M-F 8.58P 1						
LAVERNE & SHIRLEY	20	201	207	99	99	A	15.1	31	1152	NEWSBREAK-SAT.	A	8.3	19	633
TUE. 8.30P 30 ABC CS				B	17.8	31	1358	1 SAT. 9.09P 1 CBS N	B	11.2	21	855		
								2 SAT. 8.58P 1						



TUE.	8.00P	60	NBC	A			B	16.2	27	1236	BARETTA-THU.	18	168	167	93	93	A	4.3	27	328		
SIX O'CLOCK	FOLLIES(S)				201	96	A	7.0	16	534	1 THU.	12.58A	50	ABC	OP		B	3.4	23	259		
1 SAT.	10.00P	30	NBC	CS							2 THU.	12.57A	50									
60 MINUTES					200	200	99	99	A	18.5	42	1412	BARETTA-WED.	17	169	169	93	93	A	4.0	27	305
SUN.	7.00P	60	CBS	DN			B	25.7	45	1961	1 WED.	12.58A	50	ABC	OP		B	3.5	24	267		
SON-RISE:MIRACLE OF LOVE(S)					192	97	A	14.8	29	1129	2 WED.	1.00A	51									
1 THU.	9.00P	120	NBC	GD							BARNEY MILLER-11.30	17	174	176	95	95	A	4.9	21	374		
SPEAK UP AMERICA					185	187	95	94	A	10.1	20	771	1 MON.	11.50P	35	ABC	CS	B	4.7	20	359	
FRI.	9.00P	60	NBC	U			B	10.1	20	771	2 MON.	1.02A	34									
TAXI					198	201	99	99	A	19.2	35	1465	BARNEY MILLER-12.25	2	170	174	92	94	A	4.5	24	343
TUE.	9.30P	30	ABC	CS			B	21.7	34	1656	1 MON.	12.25A	18	ABC	CS		B	4.5	24	343		
THAT'S INCREDIBLE					201	191	99	97	A	13.2	26	1007	2 MON.	1.36A	18							
MON.	8.00P	60	ABC	U			B	20.3	33	1549	CBS SUNDAY NEWS-BRADLEY	42	125	123	74	74	A	7.8	17	595		
THAT'S MY LINE						154	82	A	10.4	25	794	SUN.	11.00P	15	CBS	N	B	8.4	18	641		
2 SAT.	3.00P	60	CBS	CV			B	10.4	25	794	CHARLIE'S ANGELS-11.30	16	178	178	95	95	A	5.9	23	450		
THREE'S COMPANY					201	202	99	99	A	20.1	38	1534	1 THU.	11.50P	68	ABC	PD	B	5.0	21	382	
TUE.	9.00P	30	ABC	CS			B	24.7	39	1885	2 THU.	11.50P	67									
TRAPPER JOHN, M.D.					197	99	A	21.3	41	1625	CITIZENS FOR LAROUCHE(S)			185		94	A	3.9	13	298		
1 SUN.	10.00P	60	CBS	GD			B	20.2	34	1541	2 FRI.	12.00M	30	ABC	P							
20/20					199	199	99	99	A	18.6	35	1419	FRIDAYS	13	183		95	A	8.1	25	618	
THU.	10.00P	60	ABC	DN			B	18.0	31	1373	1 FRI.	11.30P	71	ABC	GV		B	7.3	23	557		
240-ROBERT					192	180	98	92	A	10.2	25	778	LAROUCHE FOR PRESIDENT(S)		170		92	A	4.8	13	366	
SAT.	8.00P	60	ABC	OP			B	10.7	26	816	1 FRI.	11.30P	30	CBS	P							
UNIVERSE					187	98	A	9.1	23	694	LATE MOVIE I	195	157	157	90	89	A	5.9	21	450		
1 SAT.	8.00P	30	CBS	DO			B	9.0	23	687	1 M & TU	11.30P	72	CBS	FF		B	6.3	23	481		
											CONT'D											

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
LATE FRINGE CONT'D																															
LATE MOVIE I-CONT'D																															
1	WED.	11.30P	73											2	TUE.	11.30P	78														
1	THU.	11.30P	64											2	WED.	11.30P	80														
1	FRI.	12.00M	74											2	THU.	11.30P	82														
2	MON.	11.48P	73											2	FRI.	11.30P	81														
2	TUE.	11.30P	73											TUESDAY MOVIE OF THE WEEK				7	174	173	95	95	A	3.6	21	275					
2	WED.	12.00M	73											1	TUE.	12.24A	85	ABC	FF					B	3.3	20	252				
2	THU.	11.30P	62											2	TUE.	12.25A	83														
2	FRI.	11.30P	74											YOUR TURN: LTRS-CBS NEWS(S)					162		91	A	6.1	18	465						
														2	WED.	11.30P	30	CBS	N												
LATE MOVIE II														WEEKDAY DAYTIME																	
1	MON.	12.42A	43	CBS	FF	156	157	90	89	A	3.7	21	282	ABC DAYTIME NEWSBRIEF-M-F				198	174	174	93	93	A	9.7	33	740					
1	TUE.	12.42A	41							B	4.2	26	320	M-F				1.57P	2	ABC	N		B	8.9	31	679					
1	WED.	12.43A	44											ALICE-M-F				42	159	157	90	89	A	7.7	36	588					
1	THU.	12.45A	35											1	M-F	10.30A	30	CBS	CS			B	6.7	32	511						
1	FRI.	1.14A	41											2	MTUWF	10.30A	30														
2	MON.	1.01A	44											ALL MY CHILDREN				209	195	195	98	98	A	10.4	36	794					
2	TUE.	12.43A	37											M-F				1.00P	60	ABC	DD		B	9.3	33	710					
2	WED.	1.13A	45											ANOTHER WORLD				199	204		98	A	5.1	17	389						
2	THU.	12.40A	40											1	M-F	2.30P	90	NBC	DD			B	6.7	22	511						
2	FRI.	12.44A	44											ANOTHER WORLD				5		205		98	A	5.4	19	412					
LOVE BOAT-11.30																															
1	WED.	11.50P	68	ABC	CS	179	179	95	95	A	6.0	23	458																		
														B	5.7	23	435														

2 WED.	11.51P	69																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1980 REPORT

PROGRAM NAME														PROGRAM NAME													
T/C THIS SEASON														T/C THIS SEASON													
NO. OF STATIONS														NO. OF STATIONS													
PROGRAM COVERAGE														PROGRAM COVERAGE													
HOUSEHOLD AUDIENCES														HOUSEHOLD AUDIENCES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																											
GOOD MORNING, AMERICA-730					209	197	197	98	98	A	4.3	31	328	WHEEL OF FORTUNE					201	184		91	A	3.2	13	244	
M-F 7.30A 30 ABC N										B	4.2	26	320	1 M-F 11.30A 30 NBC QG									B	4.9	22	374	
GOOD MORNING, AMERICA-830					210	198	198	97	97	A	5.5	29	420	WHEEL OF FORTUNE					5	184		87	A	3.1	14	237	
M-F 8.30A 30 ABC N										B	5.8	30	443	2 M-F 11.00A 30 NBC QG									B	3.1	14	237	
GUIDING LIGHT					125	192	192	99	99	A	7.4	25	565	YOUNG AND THE RESTLESS					125	194	194	99	99	A	7.7	28	588
M-F 3.00P 60 CBS DD										B	8.0	26	610	M-F 1.00P 60 CBS DD									B	8.0	30	610	
JEFFERSONS M-F					118	164	164	89	89	A	7.4	36	565	WEEKEND DAYTIME													
1 M-F 10.00A 30 CBS CS										B	5.1	25	389	ABC WEEKEND SPECIALS					44	188	188	97	97	A	5.5	24	420
2 MTWTF 10.00A 30														SAT. 12.00N 30 ABC FV									B	5.7	22	435	
LOVE BOAT DAYTIME					30	183	186	96	97	A	8.6	37	656	ABC WIDE WORLD-SPORTS SAT					33	204	194	99	98	A	7.2	23	549
M-F 11.00A 60 ABC CS										B	7.9	35	603	1 SAT. 3.30P 180 ABC SA									B	10.4	27	794	
MAGAZINE(S)							180		95	A	5.9	29	450	2 SAT. 3.30P 90													
2 THU. 10.00A 60 CBS DN														ALL NEW POPEYE HOUR 1					44	192	191	98	98	A	6.7	32	511
MORNING MON-FRI					210	180	181	98	98	A	2.3	18	175	SAT. 10.30A 30 CBS CA									B	8.2	33	626	
M-F 7.15A 45 CBS N										B	2.6	17	198	ALL NEW POPEYE HOUR 2					44	192	191	98	98	A	6.3	29	481
NEWSBREAK-11.57					44	166	166	91	91	A	6.8	27	519	SAT. 11.00A 30 CBS CA									B	7.7	31	588	
M-F 11.57A 2 CBS N										B	6.4	27	488	AMERICAN BANDSTAND '80					33	173	173	87	87	A	4.6	19	351
NEWSBREAK-3.57					45	171	171	94	94	A	6.1	20	465	SAT. 12.30P 60 ABC PC									B	4.6	18	351	
M-F 3.57P 2 CBS N										B	6.0	20	458	ANIMALS, ANIMALS, ANIMALS					43	142	141	86	83	A	2.3	12	175
ONE DAY AT A TIME-M-F					112	127	122	76	73	A	5.3	18	404	SUN. 11.30A 30 ABC CL									B	2.7	12	206	
1 M-F 4.00P 30 CBS CS										B	4.3	14	328	ASK NBC NEWS-8:58AM					44	193	193	97	97	A	2.9	24	221
2 MTWTF 4.00P 30														SAT. 8.58A 2 NBC CN									B	4.2	23	320	
ONE LIFE TO LIVE					207	192	193	98	99	A	9.7	33	740	ASK NBC NEWS-10:28AM					43	201	198	98	98	A	4.5	23	343
M-F 2.00P 60 ABC DD										B	8.8	31	671	SAT. 10.28A 2 NBC CN									B	5.3	22	404	
PASSWORD PLUS					201	160		79		A	4.8	18	366	ASK NBC NEWS-11:28AM					43	193	196	94	95	A	5.5	25	420
1 M-F 12.30P 30 NBC QG										B	4.9	18	374	SAT. 11.28A 2 NBC CN									B	4.8	20	366	
PASSWORD PLUS					5		174		89	A	3.4	14	259	BUGS BUNNY/ROAD RUNNER 1					44	202	202	99	99	A	5.9	38	450
2 M-F 11.30A 30 NBC QG										B	3.4	14	259	SAT. 9.00A 30 CBS CA									B	7.3	34	557	
PRICE IS RIGHT 1					204	189	188	96	96	A	7.2	32	549	BUGS BUNNY/ROAD RUNNER 2					44	202	202	99	99	A	7.2	41	549
M-F 11.00A 30 CBS AP										B	5.9	29	450	SAT. 9.30A 30 CBS CA									B	8.9	38	679	
PRICE IS RIGHT 2					206	189	188	96	96	A	7.7	32	588	BUGS BUNNY/ROAD RUNNER 3					44	202	202	99	99	A	8.1	42	618
M-F 11.30A 30 CBS AP										B	6.8	31	519	SAT. 10.00A 30 CBS CA									B	9.7	40	740	
RAZZMATAZZ(S)							169		94	A	5.7	21	435	CBS SPORTS SPECTACULAR					38	148	159	87	89	A	6.3	20	481
2 TUE. 4.00P 30 CBS CN														1 SAT. 4.30P 90 CBS SA									B	6.2	17	473	
2 SAT. 5.02P 58														2 SAT. 5.02P 58													
RYAN'S HOPE					208	183	183	96	96	A	6.6	25	504	CBS SPORTS SPEC.-SUN.					10	165	165	92	94	A	4.6	15	351
M-F 12.30P 30 ABC DD										B	6.8	25	519	1 SUN. 3.00P 180 CBS SA									B	5.5	19	420	
SEARCH FOR TOMORROW					207	183	186	97	97	A	6.6	25	504	2 SUN. 4.00P 120													
M-F 12.30P 30 CBS DD										B	7.1	27	542	DAFFY DUCK SHOW					32	204	203	98	97	A	5.4	25	412
TEXAS					5		201		97	A	5.5	18	420	SAT. 10.30A 30 NBC CA									B	5.7	24	435	
2 M-F 3.00P 60 NBC DD										B	5.5	18	420	DEAR ALEX & ANNIE-11.56AM					44	183	183	92	92	A	5.1	22	389
TODAY SHOW-7.30AM					209	216	216	99	99	A	4.1	29	313	SAT. 11.56A 3 ABC CN									B	5.0	21	382	
M-F 7.30A 30 NBC N										B	4.3	26	328	DEAR ALEX & ANNIE-11.26AM					42	125	124	84	84	A	3.3	18	252
TODAY SHOW-8.30AM					209	213	213	99	99	A	4.6	24	351	SUN. 11.26A 3 ABC CN									B	3.6	16	275	
M-F 8.30A 30 NBC N										B	5.3	28	404														



2 SAT.	1.30P	30 CBS CN								MEET THE PRESS	44	192	192	97	96	A	4.2	20	320		
GREATEST SUPERFRIENDS-1	SAT.	8.00A	30 ABC CA	44	193	193	97	97	A	1.9	26	145	SUN.	12.30P	30 NBC CC	B	4.1	17	313		
GREATEST SUPERFRIENDS-2	SAT.	8.30A	30 ABC CA	44	193	193	97	97	B	3.7	28	282	MIGHTY MOUSE-HECKL-JECKL1	SAT.	8.00A	30 CBS CA	A	2.2	26	168	
IN THE NEWS- 8.26AM	SAT.	8.26A	3 CBS CN	44	189	187	99	99	A	3.2	29	244				B	3.4	26	259		
IN THE NEWS- 8.56AM	SAT.	8.56A	3 CBS CN	44	189	187	99	99	B	5.3	30	404	MIGHTY MOUSE-HECKL-JECKL2	SAT.	8.30A	30 CBS CA	A	3.3	27	252	
IN THE NEWS- 9.26AM	SAT.	9.26A	3 CBS CN	44	202	202	99	99	A	2.4	26	183	NAT'L LONG DRIVING CHAMP(S)	2 SUN.	3.00P	30 ABC SE	B	4.9	28	374	
IN THE NEWS- 9.59AM	SAT.	9.59A	3 CBS CN	44	202	202	99	99	B	3.8	26	290				A	3.8	13	290		
IN THE NEWS- 11.56AM	SAT.	11.56A	3 CBS CN	44	189	189	97	97	A	4.4	34	336	NBC MAJOR LEAGUE PRE GAME	1 SAT.	3.00P	22 NBC SC	B	6.4	25	488	
IN THE NEWS- 12.26PM	SAT.	12.26P	3 CBS CN	43	171	169	94	93	A	5.5	29	420	1 SAT.	3.00P	22 NBC SC	B	5.3	23	404		
IN THE NEWS- 12.56PM	SAT.	12.56P	3 CBS CN	42	172	167	93	92	B	6.7	41	511	2 SAT.	2.00P	20						
IN THE NEWS- 1.26PM	SAT.	1.26P	3 CBS CN	42	172	167	93	92	A	8.0	36	610	NBC MAJOR LEAGUE BASEBALL	1 SAT.	3.22P	193 NBC SE	A	7.2	24	549	
IN THE NEWS- 8.26AM-SUN.	SUN.	8.26A	3 CBS CN	44	43	41	37	36	B	7.6	41	580	2 SAT.	2.20P	160			B	7.5	26	572
IN THE NEWS- 8.56AM-SUN.	SUN.	8.56A	3 CBS CN	41	41	41	35	35	A	9.6	40	732	NEW FAT ALBERT SHOW	SAT.	11.30A	30 CBS CA	B	6.3	27	481	
									B	6.7	27	511	PGA CHAMPIONSHIP-SAT.(S)				A	6.7	27	511	
									A	5.0	21	382	2 SAT.	5.00P	128 ABC SE			A	5.8	16	443
									B	5.4	21	412									
									A	6.6	27	504	PGA CHAMPIONSHIP-SUN.(S)				A	7.5	21	572	
									B	6.0	23	458	2 SUN.	3.30P	210 ABC SE						
									A	6.5	25	496	PLASTICMAN COMEDY-SHOW-1	SAT.	9.00A	30 ABC CA	A	3.5	24	267	
									B	6.0	22	458					B	5.3	26	404	
									A	<<	<<	<<	PLASTICMAN COMEDY-SHOW-2	SAT.	9.30A	30 ABC CA	A	4.1	24	313	
									B	.9	10	69					B	5.2	23	397	
									A	1.1	12	84	PLASTICMAN COMEDY-SHOW-3	SAT.	10.00A	30 ABC CA	A	4.4	23	336	
									B	1.1	9	84					B	5.3	22	404	

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																																										
SCHOOLHOUSE ROCK-8.56AM					44	193	193	97	97	A	3.1	26	237																													
SAT. 8.56A					3 ABC CN					B	5.1	27	389																													
SCHOOLHOUSE ROCK-10.26AM					31	192	192	99	99	A	4.2	21	320																													
SAT. 10.26A					3 ABC CN					B	4.9	21	374																													
SCHOOLHOUSE ROCK-11.26AM					44	193	194	98	98	A	6.0	28	458																													
SAT. 11.26A					3 ABC CN					B	6.1	25	465																													
SCHOOLHOUSE ROCK-11.55AM					43	142	141	86	83	A	2.6	13	198																													
SUN. 11.55A					4 ABC CN					B	2.8	12	214																													
SCOOPY AND SCRAPPY DOO-1					31	193	194	98	98	A	5.8	27	443																													
SAT. 10.30A					30 ABC CA					B	6.1	26	465																													
SCOOPY AND SCRAPPY DOO-2					31	193	194	98	98	A	6.5	30	496																													
SAT. 11.00A					30 ABC CA					B	6.9	29	526																													
SHAZAM					30	171	169	94	93	A	5.4	23	412																													
SAT. 12.00N					30 CBS CA					B	5.6	23	427																													
SKATEBIRDS					30	43	41	37	36	A	<<	<<	<<																													
SUN. 8.00A					30 CBS CA					B	.7	8	53																													
SPORTSWORLD					29	183	189	92	94	A	4.9	16	374																													
SUN. 4.00P					90 NBC SE					B	6.1	18	465																													
SUNDAY MORNING					44	107	108	75	77	A	3.5	23	267																													

SUN.	9.00A	90 CBS N								B	3.0	17	229
TARZAN AND SUPER SEVEN 1		42	172	167	93	92			A	6.5	27	496	
SAT.	12.30P	30 CBS CA							B	6.0	23	458	
TARZAN AND SUPER SEVEN 2		42	172	167	93	92			A	7.1	28	542	
SAT.	1.00P	30 CBS CA							B	6.5	24	496	
TIME OUT-9:45AM		32	201	198	98	98			A	3.6	21	275	
SAT.	9.45A	2 NBC CN							B	5.9	26	450	
TIME OUT-10:58AM		43	204	203	98	97			A	5.2	24	397	
SAT.	10.58A	2 NBC CN							B	5.4	22	412	
TIME OUT-11:58AM		43	190	189	93	93			A	4.8	21	366	
SAT.	11.58A	2 NBC CN							B	4.9	20	374	
US CLAY COURT TENNIS-SAT(S)				161		95			A	3.8	12	290	
2 SAT.	3.00P	122 CBS SE											
US CLAY COURT TENNIS-SUN(S)				171		97			A	3.3	11	252	
2 SUN.	2.00P	120 CBS SE											



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JULY 28, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,570 19.1				17,090 22.4								
	ABC TV					THAT'S INCREDIBLE (R)(OP)				ABC MONDAY NIGHT MOVIE THE GIRLS IN THE OFFICE (R)								
	AVERAGE AUDIENCE (Households (000) & %)					10,300 13.5	13.0*		14.0*	10,830 14.2	12.8*		14.6*		14.7*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.0	27 *		27 *	25 12.8	23 *		25 *		26 *		25 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,890 18.2		14,730 19.3		16,250 21.3		13,510 17.7		12,590 16.5				
	CBS TV					FLO (R)		WKRP IN CINCINNATI (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)			LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,900 15.6		12,360 16.2		14,500 19.0		11,670 15.3		9,310 12.2		11.6*	12.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 14.6	16.6	31 15.5	16.9	34 18.3	19.7	26 15.5	15.1	21 11.8	20 *	12.2	22 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,430 17.6				22,890 30.0								
	NBC TV					LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES AIRPORT '77, PART II (R)								
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.6	11.3*		13.9*	16,250 21.3	17.0*		20.6*		23.5*		24.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.0	23 *		27 *	37 16.3	31 *		36 *		41 *		42 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,510 17.7								19,840 26.0				
	ABC TV					THAT'S INCREDIBLE (R)(OP)				CARTER PRESS CONF.-ABC (SUS) (9:00-10:10PM)		ABC MONDAY NIGHT MOVIE INTIMATE STRANGERS (R) (10:10-12:10AM)(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					9,770 12.8	12.2*		13.4*					12,360 16.2	14.6*		15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.7	25 *		25 *					32 13.9	26 *		29 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,060 15.8		13,350 17.5						13,280 17.4	16,180 21.2			
	CBS TV					FLO (R)		WKRP IN CINCINNATI (R)(OP)		CARTER PRESS CONFERENCE (SUS) (9:00-10:02PM)			(1) (-OP)	LOU GRANT (10:10-11:18PM)(R)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					10,070 13.2		11,980 15.7						11,980 15.7	11,370 14.9		14.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.0		30 13.4	16.6					28 15.7	27 14.6		27 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,810 18.1								17,170 22.5				
	NBC TV					LITTLE HOUSE-PRAIRIE (R)(OP)				CARTER PRESS CONF.-NBC (SUS) (9:00-10:10PM)		NBC MONDAY NIGHT MOVIES FROM HERE TO ETERNITY (10:10-12:00MD)(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					10,680 14.0	12.8*		15.2*					9,690 12.7	12.4*		12.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 12.2	26 *		29 *					25 12.2	22 *		24 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.1	45.6	44.8	46.2	47.5	48.7	50.5	52.6	54.2	56.6	57.3	58.4	57.3	57.2	57.6	57.1
		WK. 2	45.5	46.1	45.5	46.3	47.7	49.4	51.8	53.9	55.5	57.2	58.8	58.0	56.9	54.5	52.8	52.3

U.S. TV Households: 76,300,000  
(1) CARTER ANALYSIS, CBS, (10:02-10:18PM)(S)

For explanation of symbols, See page A.

EVE. MON. AUG. 4, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. JULY 29, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,900 15.6		13,660 17.9		17,090 22.4		16,400 21.5		18,010 23.6			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,070 13.2		11,750 15.4		14,950 19.6		14,270 18.7		13,960 18.3		18.2*	18.4*
	SHARE OF AUDIENCE %						29		31		37		34		34		34*	35*
W E E K 1	AVG. AUD. BY ¼ HR. %						12.2	14.2	14.5	16.3	18.9	20.3	18.2	19.2	18.4	18.1	18.4	18.4
	TOTAL AUDIENCE (Households (000) & %)						10,910 14.3		18,390 24.1									
	CBS TV						G.I.'S						NETWORK (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						9,310 12.2		9,610 12.6	12.2*		12.9*		13.4*		12.6*		11.9*
W E E K 1	SHARE OF AUDIENCE %						26		24	24*		24*		24*		23*		23*
	AVG. AUD. BY ¼ HR. %						11.8	12.6	12.4	12.1	13.0	12.9	13.7	13.1	12.6	12.5	11.7	12.2
	TOTAL AUDIENCE (Households (000) & %)						12,130 15.9				12,130 15.9				9,920 13.0			
	NBC TV						SHERIFF LOBO (R)(OP)				SHARKS: THE DEATH MACHINES (R)				EISCHIED			
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)						8,320 10.9	10.1*		11.7*	8,240 10.8	10.4*		11.2*	7,020 9.2		8.8*	9.6*
	SHARE OF AUDIENCE %						23	22*		23*	20	19*		20*	17		16*	18*
	AVG. AUD. BY ¼ HR. %						9.7	10.5	11.4	12.1	10.4	10.4	11.3	11.1	8.5	9.1	9.5	9.7
	TOTAL AUDIENCE (Households (000) & %)						12,890 16.9		12,130 15.9		17,630 23.1		16,860 22.1		21,290 27.9			
W E E K 2	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		BARBARA WALTERS SUMMER SP (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,140 14.6		11,220 14.7		15,640 20.5		15,030 19.7		16,480 21.6		21.0*	22.1*
	SHARE OF AUDIENCE %						32		30		39		36		39		37*	40*
	AVG. AUD. BY ¼ HR. %						14.1	15.1	14.1	15.4	19.6	21.5	19.2	20.1	20.4	21.6	21.8	22.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,300 13.5				15,790 20.7							
	CBS TV						WHITE SHADOW (R)(OP)						CBS TUESDAY NIGHT MOVIES ONE IN A MILLION: THE ROW LEFORE STORY(R) (9:00-10:55PM)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						7,100 9.3	8.5*		10.1*	10,150 13.3	10.6*		13.2*		15.0*		14.7*
	SHARE OF AUDIENCE %						20	19*		21*	24	20*		24*		27*		26*
W E E K 2	AVG. AUD. BY ¼ HR. %						8.4	8.6	9.8	10.5	10.1	11.1	12.8	13.6	15.4	14.6	14.9	14.5
	TOTAL AUDIENCE (Households (000) & %)						11,290 14.8				14,650 19.2							
	NBC TV						SHERIFF LOBO (R)(OP)						NBC TUESDAY NIGHT MOVIE FROM HERE TO ETERNITY					
	AVERAGE AUDIENCE (Households (000) & %)						8,240 10.8	10.2*		11.5*	8,850 11.6	10.7*		11.2*		11.6*		12.8*
W E E K 2	SHARE OF AUDIENCE %						23	23*		24*	21	20*		20*		21*		23*
	AVG. AUD. BY ¼ HR. %						10.2	10.2	11.2	11.8	10.6	10.9	11.2	11.2	11.5	11.8	12.3	13.3
	TV HOUSEHOLDS USING TV	WK. 1	45.0	44.5	43.3	43.9	44.9	47.8	49.5	51.4	52.9	54.4	55.1	55.5	53.9	53.8	53.5	52.1
	(See Def. 1)	WK. 2	44.7	45.0	44.1	45.6	44.7	45.6	47.3	49.8	51.6	54.0	54.6	55.7	56.1	56.0	55.9	55.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. AUG. 5, 1980



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. JULY 30, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,030 19.7				14,650 19.2				14,190 18.6			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,610 13.9	12.7*		15.1*	10,910 14.3	14.0*		14.5*	10,830 14.2	13.6*		14.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 12.2	28 *		30 *	27 14.3	27 *		26 *	26 13.5	25 *		28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,100 9.3		17,470 22.9									
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						5,720 7.5		10,150 13.3	8.2*		12.4*		13.8*		15.8*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 7.4		25 7.6	16 *		24 *		25 *		29 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,560 21.7				13,050 17.1		13,280 17.4		14,120 18.5			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,670 15.3	14.1*		16.5*	11,370 14.9		11,750 15.4		10,760 14.1	14.1*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 13.0	31 *		33 *	29 13.9		28 15.1		26 14.0	26 *		26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,810 18.1				17,850 23.4				17,240 22.6			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,220 13.4	12.2*		14.7*	13,200 17.3	15.7*		18.8*	13,580 17.8	17.4*		18.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 11.5	27 *		30 *	32 15.5	30 *		34 *	34 17.2	32 *		35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,080 11.9				13,280 17.4							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,100 8.0	7.7*		8.2*	7,710 10.1	10.9*		10.0*		10.1*		9.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 7.9	17 *		16 *	19 11.0	21 *		18 *		18 *		18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,100 21.1				13,280 17.4		12,670 16.6		15,790 20.7			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,670 15.3	14.4*		16.2*	11,830 15.5		11,520 15.1		12,210 16.0	15.8*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 13.7	32 *		33 *	29 14.7		28 16.2		30 15.5	29 *		32 *
TV HOUSEHOLDS USING TV		WK. 1	44.5	45.7	44.3	43.8	44.2	46.7	49.3	51.8	51.3	53.1	54.4	55.5	53.9	54.4	53.3	53.5
(See Def. 1)		WK. 2	44.0	44.0	42.8	44.1	43.6	45.8	48.5	50.9	52.5	53.7	54.3	55.5	55.4	53.7	52.1	51.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. AUG. 6, 1980



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. JULY 31, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,060 14.5		10,760 14.1		12,890 16.9		11,600 15.2		17,170 22.5			
	ABC TV						MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)		NOBODY'S PERFECT (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)						9,610 12.6		9,380 12.3		10,760 14.1		10,150 13.3		12,820 16.8		17.1*	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 12.0	13.1	27 12.0	12.6	29 13.7	14.4	26 12.9	13.7	32 16.8	32*	17.4	15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,450 15.0				10,830 14.2				11,220 14.7			
	CBS TV						WHITE SHADOW(B) (R)(OP)				BARNABY JONES (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,240 10.8	10.2*		11.4*	10.2	9.5*		10.9*	8,390 11.0	10.6*		11.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 9.6	24*	25*	21	20*	21*	21*	21*	21	20*	11.1	22*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,530 13.8				17,170 22.5							
	NBC TV						BUCK ROGERS-25TH CENTURY (R)(OP)								SON-RISE:MIRACLE OF LOVE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,020 9.2	8.1*		10.3*	14.8	13.1*		14.2*		15.5*		16.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 8.1	19*	23*	23*	29	27*	28*	28*	29*	29*	16.1	32*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,820 16.8		12,970 17.0		13,580 17.8		13,280 17.4		19,000 24.9			
	ABC TV						MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)		NOBODY'S PERFECT (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)						11,060 14.5		11,140 14.6		11,520 15.1		11,600 15.2		15,490 20.3	20.7*		19.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 14.0	15.1	30 14.3	14.9	29 14.9	28 15.4	28 14.6	15.8	37 20.2	37*	20.4	37*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,450 15.0				14,040 18.4				12,670 16.6			
	CBS TV						WALTONS (R)(OP)				BARNABY JONES (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,320 10.9	10.2*		11.6*	14.2	13.0*		15.5*	9,690 12.7	12.1*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 10.1	22*	24*	26	25*	26	28*	28*	23 11.9	22*	12.8	25*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,000 24.9											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,610 12.6	10.4*		11.2*	12.9*		13.0*		13.6*		14.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 10.5	22*	23*	23*	25*	24*	24*	13.0	24*	24*	14.8	27*
TV HOUSEHOLDS USING TV		WK. 1	42.6	42.4	41.0	42.7	42.4	43.9	44.6	46.7	48.1	49.0	49.9	51.9	52.6	53.2	52.8	51.3
(See Def. 1)		WK. 2	45.8	45.2	44.4	46.0	45.9	47.2	48.5	49.7	51.2	53.8	54.6	55.7	55.3	56.7	55.4	53.1

U.S. TV Households 76,300,000

For explanation of symbols, See page A

EVE.THU. AUG.7, 1980

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 1, 1980

		NIGHT TV AUDIENCE ESTIMATES																					
		TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45																					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,690 12.7	8,470 11.1		17,470 22.9													
	ABC TV						BENSON (R)	GOODTIME GIRLS (OP)		ABC FRIDAY NIGHT MOVIE CASINO													
	AVERAGE AUDIENCE (Households (000) & %)						8,240 10.8	7,320 9.6		9,770 12.8													
	SHARE OF AUDIENCE %						26	22		25													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						12,060 15.8					18,160 23.8			18,010 23.6								
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)			DALLAS (R)									
	AVERAGE AUDIENCE (Households (000) & %)						7,780 10.2	8,810 11.6*		11,610 15.3*				13,890 18.2			13,730 18.0						
	SHARE OF AUDIENCE %						24	21*		27*				37			35						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						8,850 11.6	8,320 10.9		10,000 13.1				12,210 16.0									
	NBC TV						DIFF'RENT STROKES(B) (R)	FACTS OF LIFE (R)(OP)		SPEAK UP AMERICA				FRIDAY NIGHT FIGHTS									
	AVERAGE AUDIENCE (Households (000) & %)						7,630 10.0	7,250 9.5		6,870 9.0				8,700 11.4			8,700 11.5*						
	SHARE OF AUDIENCE %						24	22		18				22			22*						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						10,450 13.7	8,320 10.9		15,490 20.3				15,490 20.3									
	ABC TV						BENSON (R)	GOODTIME GIRLS (OP)		ABC FRIDAY NIGHT MOVIE LAST OF THE RED HOT LOVERS (9:00-10:56PM)(S)(OP)													
	AVERAGE AUDIENCE (Households (000) & %)						8,930 11.7	7,400 9.7		8,700 11.4													
	SHARE OF AUDIENCE %						28	21		22													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						12,060 15.8					18,460 24.2			20,140 26.4								
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)			DALLAS (R)									
	AVERAGE AUDIENCE (Households (000) & %)						8,700 11.4	9,810 12.9*		12,910 17.1*				14,500 19.0			15,490 20.3						
	SHARE OF AUDIENCE %						26	23*		28*				37			38						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						7,400 9.7	7,400 9.7		11,600 15.2				8,620 11.3									
	NBC TV						HERE'S BOOMER (R)	FACTS OF LIFE (R)(OP)		SPEAK UP AMERICA				FRIDAY NIGHT FIGHTS (10:00-10:55PM) (S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						5,950 7.8	6,710 8.8		8,550 11.2				6,710 8.8			6,710 8.7*						
	SHARE OF AUDIENCE %						18	19		22				17			16*						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	39.9	41.1	40.8	40.8	41.1	42.5	42.6	44.3	46.2	48.1	50.3	52.1	51.4	51.7	52.0	50.8					
		WK. 2	42.1	42.7	41.8	42.3	41.7	43.0	45.5	47.0	49.5	51.4	52.6	53.8	53.0	53.5	53.3	51.4					

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. AUG.2, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,220 14.7				17,240 22.6				18,080 23.7			
	ABC TV								240 ROBERT (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,090 10.6	10.6*		10.7*	12,510 16.4	14.6*		18.2*	13,960 18.3	17.5*		19.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 10.5	27* 10.7		26* 10.7	37 13.6	34* 15.6		40* 17.4	42 17.2	40* 17.9		44* 19.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,240 10.8		11,220 14.7						8,390 11.0			
	CBS TV						UNIVERSE				PRINCE OF CENTRAL PARK (R)(OP)						CBS REPORTS WHAT SHALL WE DO ABOUT MOTHER?	
	AVERAGE AUDIENCE (Households (000) & %)						6,940 9.1		5,950 7.8	6.7*		7.7*		9.0*	6,330 8.3	8.6*		7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 9.1		18 9.0	16* 6.7		18* 7.8		20* 9.5	19 8.8	20* 8.4		18* 7.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,030 19.7								6,410 8.4		6,330 8.3	
	NBC TV										B.J. AND THE BEAR (8:00-9:52PM)(R) (SUS)(OP)				SIX O'CLOCK FOLLIES		GOOD TIME HARRY	
	AVERAGE AUDIENCE (Households (000) & %)						8,090 10.6	9.1*		11.4*		10.9*		10.8*	5,340 7.0		5,260 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 8.8	23* 9.4		28* 10.9		25* 10.9		24* 11.0	16 6.7		16 7.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,300 13.5				15,720 20.6				16,630 21.8			
	ABC TV										240-ROBERT (R)			LOVE BOAT (R)(OP)			FANTASY ISLAND (R)	
	AVERAGE AUDIENCE (Households (000) & %)						7,480 9.8	9.0*		10.7*	12,130 15.9	15.2*		16.6*	13,050 17.1	16.6*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 8.2	22* 9.8		25* 10.4	34 14.4	33* 15.9		35* 17.0	35 16.3	34* 17.0		36* 17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,380 13.6											
	CBS TV										THAT'S MY LINE (OP)				CBS SATURDAY NIGHT MOVIE NO OTHER LOVE(R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,940 10.4	10.2*		10.6*	6,940 9.1	7.5*		8.3*		9.9*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 10.1	25* 10.3		25* 10.6	19 7.7	17* 7.2		17* 8.3	20* 9.5	20* 10.2		22* 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,130 15.9								9,310 12.2			
	NBC TV										BUCK ROGERS 25TH CENTURY (R)(OP)						NBC NEWS PRE CONV SPEC	
	AVERAGE AUDIENCE (Households (000) & %)						6,870 9.0	8.2*		8.3*		9.6*		9.9*	6,330 8.3	8.3*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 8.4	20* 8.0		19* 8.6		21* 9.4		21* 9.9	17 8.3	17* 8.2		17* 8.8
TV HOUSEHOLDS USING TV		WK. 1	37.9	38.5	38.1	48.5	38.9	40.3	40.0	41.3	42.4	43.8	45.7	46.4	43.7	43.1	42.3	43.4
(See Def. 1)		WK. 2	38.2	38.3	39.5	40.5	40.1	41.3	42.5	43.9	44.7	46.1	47.0	47.9	47.8	48.8	48.4	48.9

U.S. TV Households: 76,300,000  
(1) PGA CHAMPIONSHIP SAT., ABC, (5:00-7:08PM)(S)

For explanation of symbols, See page A.

EVE.SAT. AUG.9, 1980



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SUN. AUG.3, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,690 12.7				19,460 25.5											7,400 9.7			
	ABC TV		GALACTICA 1980 (R)(OP)										ABC SUNDAY NIGHT MOVIE BITE THE BULLET (R)					CITIZENS FOR LARDNER			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,870 9.0	7.9*		10.0*	13.8	12.0*		12.6*		14.6*		14.7*		14.6*		6,710 8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 7.4	20 *		23 *	27	27 *		26 *		28 *		27 *		27 *		18 8.8			
K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,850 23.4				11,140 14.6	12,130 15.9			17,470 22.9		18,690 24.5		21,520 28.2						
	CBS TV		60 MINUTES (R)										ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)	TRAPPER JOHN, M.D. (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{	13,580 17.8	17.6*		18.1*	12.4	14.0		15,110 19.8		16,480 21.6		16,250 21.3		20.8*		21.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	43 17.3	44 *		42 *	28	29		38 18.5		40 21.1		41 20.9		39 *		43 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,380 12.3				12,510 16.4				15,030 19.7										
	NBC TV		DISNEY'S WONDERFUL WORLD THE OMEGA CONNECTION, PT. I (R)										CHIPS (R)(OP)		BIG EVENT FROM HERE TO ETERNITY (9:00-10:54PM)(SUS)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,490 8.5	8.3*		8.7*	11.1	10.3*		11.8*	10.3	8.5*		10.3*		11.0*		11.7*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 8.3	21 *		20 *	24	23 *		25 *	19	16 *		19 *		21 *		23 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,680 14.0				18,850 24.7										10,150 13.3				
	ABC TV		GALACTICA 1980 (R)(OP)										ABC SUNDAY NIGHT MOVIE THE USERS (R) (8:00-10:26PM)(OP)					DEMOC. CONV PREVIEW (10:28-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,250 9.5	8.5*		10.4*	11,670 15.3	12.6*		13.9*		16.3*		17.1*		9.8		7,480 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 8.1	18 *		22 *	27	25 *		25 *		28 *		29 *		19		19			
K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,850 23.4				11,600 15.2	11,670 15.3			14,270 18.7		17,470 22.9		10,150 13.3						
	CBS TV		60 MINUTES (R)										ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)	DEM NAT CONV PREVIEW	
	AVERAGE AUDIENCE (Households (000) & %)	{	14,570 19.1	19.2*		19.0*	9,920 13.0	10,380 13.6		12,670 16.6		13,510 17.7		8,620 11.3		18.3*		11.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	41 18.4	41 *		40 *	26	25		29 15.7		30 17.4		31 *		31 *		22			
K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,130 15.9				16,180 21.2				23,730 31.1										
	NBC TV		DISNEY'S WONDERFUL WORLD THE OMEGA CONNECTION, PT. II (R)										CHIPS (R)(OP)		BIG EVENT THE DUCHESS AND THE DIRTWATER FOX (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{	8,470 11.1	10.2*		11.9*	12,360 16.2	15.0*		17.3*	17.4	15.0*		15.6*		16.6*		22.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 9.5	22 *		25 *	31	30 *		32 *	31	26 *		27 *		28 *		44 *			
TV HOUSEHOLDS USING TV		WK. 1	40.0	40.7	42.4	43.1	43.2	44.6	46.9	49.2	50.9	53.0	53.9	55.3	53.6	53.5	52.4	49.9			
(See Def. 1)		WK. 2	45.3	47.5	47.7	47.7	48.7	51.4	53.7	55.8	56.6	58.0	58.3	58.8	59.1	57.5	53.0	50.9			

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SUN. AUG.10, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30					
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 3,360 4.4									7,320 9.6											
		AVERAGE AUDIENCE (Households (000) & %)	{ 3,200 4.2									6,710 8.8											
		SHARE OF AUDIENCE %	9									25											
		AVG. AUD. BY ¼ HR. %	4.2									9.0 8.1											
E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 7,400 9.7									8,560 8.6									3,360 4.4		
		AVERAGE AUDIENCE (Households (000) & %)	{ 6,870 9.0									4,430 5.8									2,590 3.4		
		SHARE OF AUDIENCE %	19									20									19		
		AVG. AUD. BY ¼ HR. %	9.0									7.0									4.2		
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.1									10,610 13.9									2,820 3.7		
		AVERAGE AUDIENCE (Households (000) & %)	{ 2,370 3.1									5,720 7.5									2,060 2.7		
		SHARE OF AUDIENCE %	13									26									18		
		AVG. AUD. BY ¼ HR. %	3.4									9.2									2.8		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.9									7,400 9.7											
		AVERAGE AUDIENCE (Households (000) & %)	{ 4,270 5.6									6,710 8.8											
		SHARE OF AUDIENCE %	12									27											
		AVG. AUD. BY ¼ HR. %	5.6									10.0											
E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,110 6.7									6,870 9.0									3,890 5.1		
		AVERAGE AUDIENCE (Households (000) & %)	{ 4,960 6.5									4,580 6.0									3,050 4.0		
		SHARE OF AUDIENCE %	14									21									23		
		AVG. AUD. BY ¼ HR. %	6.5									7.3									4.5		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 3,740 4.9									10,300 13.5									2,820 3.7		
		AVERAGE AUDIENCE (Households (000) & %)	{ 1,980 2.6									5,800 7.6									2,140 2.8		
		SHARE OF AUDIENCE %	12									28									19		
		AVG. AUD. BY ¼ HR. %	3.8									10.0									3.2		
TV HOUSEHOLDS USING TV WK. 1			47.1	41.9	32.4	28.3	24.7	23.1	19.8	35.9	32.5	28.6	26.2	23.4	20.7	17.6	15.6	13.7					
(See Def. 1) WK. 2			47.9	42.0	32.2	28.6	25.9	23.7	20.7	37.9	34.5	30.1	26.6	23.5	21.0	17.8	15.8	14.3					

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,890 5.1				4,650 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				2,980 3.9				3,970 5.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				28 3.7	4.2			28 5.1	5.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,750 3.6			3,740 4.9							6,710 8.8		6,940 9.1			
	CBS TV		MORNING MON-FRI (CO-OP)			CAPTAIN KANGAROO							JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)		1,830 2.4		2.5*	2,210 2.9	2.6*		3.3*				5,570 7.3		6,030 7.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		19 2.2	2.4	18 *	17 2.4	16 *		18 *	3.2	3.4		35 6.9	7.8	37 7.6	8.3		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,820 5.0				4,200 5.5				1,980 2.6		2,140 2.8			
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)				DAVID LETTERMAN-1 (SUS)(OP)		DAVID LETTERMAN-2 (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,130 4.1				3,430 4.5				1,680 2.2		1,830 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				30 3.8	4.2			24 4.7	4.3			11 2.3	2.2	11 2.4	2.4	2.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,270 5.6				5,340 7.0									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,510 4.6				4,430 5.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				33 4.4	4.9			30 5.8	5.7								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,440 3.2			3,360 4.4							6,790 8.9		6,490 8.5			
	CBS TV		MORNING MON-FRI (CO-OP)			CAPTAIN KANGAROO							JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		1,680 2.2		2.2*	1,980 2.6	2.1*		3.1*				5,800 7.6		5,720 7.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17 2.0	2.2	16 *	14 1.9	12 *		16 *	2.9	3.4		37 7.1	8.0	36 7.4	7.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,040 5.3				4,430 5.8				2,520 3.3		2,370 3.1			
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)				DAVID LETTERMAN-1 (SUS)(OP)		DAVID LETTERMAN-2 (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,200 4.2				3,590 4.7				1,980 2.6		1,980 2.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				30 4.0	4.4			24 4.9	4.5			13 2.6	2.5	12 2.5	2.6		
TV HOUSEHOLDS USING TV		WK. 1	6.6	8.4	10.2	11.5	12.8	14.5	16.1	17.8	18.5	19.5	20.2	20.8	20.8	21.6	21.6	22.2
(See Def. 1)		WK. 2	7.4	9.2	10.8	12.2	13.7	15.3	16.7	18.0	18.8	19.8	20.5	20.9	20.3	20.9	21.1	21.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG. 1, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,700 11.4				6,640 8.7		5,950 7.8		10,380 13.6				9,380 12.3			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,330 8.3				5,570 7.3		4,960 6.5		8,160 10.7				7,550 9.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	35	7.8*	35*	8.7*	29	7.2	25	6.8	37	10.2*	36*	11.2*	34	9.9*	34*	9.8*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,870 9.0				7,100 9.3		5,880 7.7		8,240 10.8				7,710 10.1			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	5,880 7.7				5,950 7.8		4,960 6.5		6,180 8.1		7.7*		8.6*		6,100 8.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34	7.6	32	7.8	25	7.8	25	6.5	30	7.8	29*	8.4	30*	8.8	27	8.1*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,370 3.1				2,900 3.8		2,820 3.7		4,430 5.8				3,890 5.1			
	NBC TV	DAVID LETTERMAN - WHEEL OF FORTUNE (SUS)(OP)				CARD SHARKS		PASSWORD PLUS		DAYS OF OUR LIVES				DOCTORS			
	AVERAGE AUDIENCE (Households (000) & %)	1,980 2.6				2,440 3.2		2,290 3.0		3,660 4.8		5.2*		5.8*		3,510 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12	2.7	13	3.0	12	3.4	18	2.9	19	4.6	18*	5.7	20*	5.9	16	4.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	8,930 11.7				6,710 8.8		6,260 8.2		10,000 13.1				9,310 12.2			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	6,790 8.9				5,720 7.5		5,190 6.8		7,630 10.0		9.7*		10.4*		7,250 9.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	38	8.2*	37*	9.5*	29	7.3	26	6.9	35	10.0	34*	10.3	36*	10.3	33	9.2*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	6,030 7.9				6,710 8.8		5,800 7.6		7,480 9.8				7,170 9.4			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	5,110 6.7				5,720 7.5		5,040 6.6		5,490 7.2		7.0*		7.5*		5,800 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30	6.6	31	7.3	25	6.9	25	6.4	26	7.2	26*	7.3	27*	7.5	26	7.6*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	2,750 3.6				2,900 3.8		2,520 3.3		3,740 4.9				5,490 7.2			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	2,370 3.1				2,590 3.4		2,060 2.7		3,050 4.0		5.8*		6.1*		4,120 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14	2.9	14	3.2	10	3.3	15	2.7	21	3.9	20*	4.2	21*	6.2	19	5.4*
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.4	23.0	23.8	24.7	25.6	26.6	25.9	26.9	27.8	28.8	29.2	29.7	29.1	29.5	29.4
		WK. 2	22.1	23.2	24.2	25.5	26.7	27.5	26.5	27.2	28.1	28.7	28.5	28.6	28.3	29.1	29.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 4-8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG.1, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,300 13.5				{ 3,740 4.9								{ 9,310 12.2				
	ABC TV	GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT (SUS)(OP)								ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,470 11.1				{ 3,130 4.1								{ 8,160 10.7				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 37 10.6		{ 10.9* 11.2		{ 11.3* 11.2		{ 14 4.4		{ 3.9				{ 25 10.6		{ 10.9		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,170 9.4				{ 5,110 6.7								{ 10,610 13.9				
	CBS TV	GUIDING LIGHT (OP)				ONE DAY AT A TIME M-F (SUS)(OP)								CBS EVENING NEWS CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,720 7.5		{ 7.5* 25		{ 7.5* 25		{ 5.6 19		{ 5.9				{ 9,310 12.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 7.5 7.5		{ 7.5 7.6		{ 7.4 5.4		{ 5.9						{ 29 12.3		{ 12.2		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,300 13.5				{ 4,040 5.3								{ 9,310 12.2				
	ABC TV	GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT (SUS)(OP)								ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 10.7		{ 10.7* 35		{ 10.8* 35		{ 4.7 16		{ 4.6				{ 8,010 10.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 35 10.6		{ 36* 10.8		{ 35* 10.7		{ 16 4.8		{ 4.6				{ 24 10.3		{ 10.6		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,100 9.3				{ 4,270 5.6								{ 10,610 13.9				
	CBS TV	GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F (M-WTHF)(S)(OP)								CBS EVENING NEWS- CRONKITE				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,650 7.4		{ 7.3* 24		{ 7.5* 24		{ 4.8 17		{ 5.0				{ 9,080 11.9				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 7.2 7.2		{ 7.4 7.4		{ 7.5 7.5		{ 4.6 4.6		{ 5.0				{ 27 11.9		{ 11.9		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,650 7.4												{ 8,930 11.7				
	NBC TV	TEXAS												NBC NIGHTLY NEWS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 5.5		{ 5.5* 18		{ 5.5* 18		{ 5.5* 18		{ 5.6				{ 7,710 10.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 5.6 5.6		{ 5.5 5.4		{ 5.5 5.6		{ 5.6						{ 23 9.9		{ 10.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.1	29.7	30.1	30.4	28.9	30.2	30.2	31.4	32.4	33.9	35.6	38.4	40.3	41.6	42.1	42.7
		WK. 2	29.2	29.9	30.0	30.5	28.7	29.7	31.0	32.3	32.6	34.4	35.7	38.1	40.8	42.9	43.0	44.1

U.S. TV Households 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.4-8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 2, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV		WK. 1	3.1	3.6	4.7	6.2	7.7	9.8	12.0	13.7	14.7	16.5	18.2	18.9	19.5	20.0	20.8	22.3
(See Def. 1)		WK. 2	4.1	5.3	5.8	6.7	7.8	9.0	10.6	12.3	14.3	16.3	16.7	17.1	17.7	19.3	20.7	21.0

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1980



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 2, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.8	5,650 7.4	5,110 6.7	5,420 7.1	AMERICAN BANDSTAND '80												
	ABC TV		SCOOBY AND SCRAPPY DOO-2 (OP)	LAFF A-LYMPICS (OP)	ABC WEEKEND SPECIALS LITTLE LULU														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,960 6.5	4,430 5.8	3,970 5.2	3,200 4.2	3.9*	4.6*											
	SHARE OF AUDIENCE %		29	24	21	16	16*	17*											
	AVG. AUD. BY 1/4 HR. %		6.6	6.5	5.9	5.6	5.0	5.4	3.8	4.0	4.3	4.9							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,320 9.6	5,720 7.5	5,340 7.0	6,030 7.9	6,640 8.7	4,650 6.1											
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	SHAZAM (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	INVISIBLE CHILDREN											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,650 7.4	5,110 6.7	4,960 6.5	5,420 7.1	5,650 7.4	3,970 5.2											
	SHARE OF AUDIENCE %		33	28	26	28	28	20											
	AVG. AUD. BY 1/4 HR. %		7.9	6.8	6.6	6.8	6.4	6.5	7.1	7.1	7.5	7.4	5.6	4.9					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,580 6.0	4,350 5.7	4,500 5.9	3,890 5.1													
	NBC TV		JETSONS (OP)	JONNY QUEST (OP)	GODZILLA	FLASH GORDON													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,820 5.0	3,740 4.9	4,040 5.3	3,280 4.3													
	SHARE OF AUDIENCE %		22	21	22	17													
	AVG. AUD. BY 1/4 HR. %		4.7	5.3	4.8	5.0	5.4	5.2	4.3	4.3									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,950 7.8	4,500 5.9	5,420 7.1	6,260 8.2	AMERICAN BANDSTAND '80												
	ABC TV		SCOOBY AND SCRAPPY DOO-2 (OP)	LAFF-A-LYMPICS (OP)	ABC WEEKEND SPECIALS THE CONTEST KID														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,960 6.5	3,820 5.0	4,430 5.8	3,740 4.9	4.8*	5.0*											
	SHARE OF AUDIENCE %		32	23	27	21	21*	21*											
	AVG. AUD. BY 1/4 HR. %		6.6	6.5	5.2	4.8	5.7	5.9	4.9	4.7	4.6	5.3							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 6.2	5,340 7.0	3,590 4.7	5,420 7.1	6,100 8.0	5,040 6.6											
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	SHAZAM (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	GOING PLACES											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,890 5.1	4,430 5.8	3,200 4.2	4,500 5.9	5,190 6.8	3,970 5.2											
	SHARE OF AUDIENCE %		24	27	19	25	27	21											
	AVG. AUD. BY 1/4 HR. %		5.3	4.9	5.3	6.2	4.3	4.0	5.7	6.2	6.8	6.9	5.2	5.1					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,650 6.1	4,430 5.8	3,280 4.3	2,820 3.7	5,420 7.1	13,050 17.1											
	NBC TV		JETSONS (OP)	JONNY QUEST (OP)	GODZILLA	FLASH GORDON(B)	(1) NBC MAJOR LEAGUE BSBL (-OP) (2:20-5:13PM) PHIL V PITT & CHIC V BOSTON												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,040 5.3	3,820 5.0	2,670 3.5	2,440 3.2	4,650 6.1	6,560 8.6	7.6*										
	SHARE OF AUDIENCE %		26	23	16	14	24	29	27*										
	AVG. AUD. BY 1/4 HR. %		4.9	5.7	5.2	4.9	3.5	3.5	3.2	3.3	6.0	6.3	7.2	8.0					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.6	22.8	23.9	24.6	24.8	25.4	24.9	25.0	26.0	27.0	26.3	25.3	25.2	26.4	26.5	26.8	
		WK. 2	21.0	21.2	21.5	22.0	21.9	22.3	23.0	24.1	24.2	25.5	24.7	24.6	25.7	27.6	28.7	30.1	

U.S. TV Households: 76,300,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:20PM)

For explanation of symbols, See page A

DAY SAT. AUG. 9, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 2, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,650 19.2															
	ABC TV		ABC WIDE WORLD-SPORTS SAT															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	7.8 25 6.8	7.0* 24* 7.2			8.6* 29* 8.8			8.8* 29* 8.5	7.3* 24* 7.5	7.9* 25* 7.2	7.9* 25* 7.9		7.7		7.3* 22* 6.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,930 11.7															
	CBS TV		CBS SPORTS SPECTACULAR															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	5.9 19 4.8	5.1* 16* 5.5			6.5* 21* 7.0			6.5* 21* 5.9	6.0* 19* 6.1						7,710 10.1 9.9	10.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,490 7.2 (1) (+OP)	12,060 15.8														5,490 7.2
	NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS SAN FRANCISCO & CALIFORNIA ANGELS VS TORONTO (3:22-8:35PM)(+OP)															NBC NIGHTLY NEWS-SAT. (6:35-7:00PM)
	AVERAGE AUDIENCE (Households (000) & %)	{	5,040 6.6 25 6.5	4,580 6.0 20 6.6			7.1* 24* 7.0			6.4* 21* 6.2	5.7* 19* 5.7	5.4* 18* 5.4	5.5* 18* 5.5		5.4		4,880 6.4 17 6.1	6.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7.2													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,550 11.2															
	ABC TV		ABC WIDE WORLD-SPORTS SAT															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	6.0 20 5.1	5.1* 17* 5.1			6.4* 21* 6.0			6.4* 20* 6.1	6.0* 19* 6.0	5.7* 16* 5.7	6.0* 16* 6.1		6.0		5.7* 15* 5.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,320 9.6											8,160 10.7				7,480 9.8
	CBS TV		US CLAY COURT TENNIS-SAT (3:00-5:02PM)(+OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	2,900 3.8 12 3.2	3.4* 11* 3.6			3.6* 12* 3.5			3.8* 12* 3.9	4.6* 14* 4.8	6.0* 21 5.4	7.9* 22* 8.1				6,490 8.5 23 8.4	8.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			3.7													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,010 10.5															
	NBC TV		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS PITTSBURGH & CHICAGO WHITE SOX VS BOSTON (2:20-5:13PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{	8,9* 30* 8.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			9.4													
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	27.1	29.1	30.1	30.1	30.9	31.2	31.3	30.9	31.1	31.4	32.3	32.7	33.3	35.1	37.2
			WK. 2	30.4	31.4	30.4	29.9	30.7	31.8	32.8	33.2	32.4	33.2	34.6	36.4	37.0	38.4	38.4

U.S. TV Households: 76,300,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:22PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1980

DAY SUN. AUG. 10, 1980



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 3, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,900 3.8	2,210 2.9		2,820 3.7												
	ABC TV		KIDS ARE PEOPLE TOO III (OP)	ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)	{	2,290 3.0	1,530 2.0		2,290 3.0												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 2.8		11 2.0	2.0	15 3.1	2.8											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,660 4.8														
	CBS TV			FACE THE NATION														
	AVERAGE AUDIENCE (Households (000) & %)	{		3,200 4.2														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 4.2		24 4.2	4.2													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,820 5.0												
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)	{				3,200 4.2												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 4.2				21 4.2	4.2											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,430 4.5	2,440 3.2		3,590 4.7												
	ABC TV		KIDS ARE PEOPLE TOO III (OP)	ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)	{	2,440 3.2	1,980 2.6		2,980 3.9												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 3.6	2.9	13 2.5	2.7	17 4.1	3.8											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,270 5.6										5,800 7.6				
	CBS TV			FACE THE NATION										US CLAY COURT TENNIS-SUN				
	AVERAGE AUDIENCE (Households (000) & %)	{		3,430 4.5										2,520 3.3	3.5*		3.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 4.3		23 4.3	4.8									11 3.8	13* 3.2		12* 3.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,820 5.0												
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)	{				3,200 4.2												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20 4.2				20 4.2	4.2											
TV HOUSEHOLDS USING TV		WK. 1	17.3	18.1	17.8	18.6	19.6	20.4	21.5	22.3	21.5	22.8	23.6	24.0	23.9	24.8	25.9	26.2
(See Def. 1)		WK. 2	18.0	18.3	19.9	20.8	21.3	21.3	21.1	22.1	23.6	24.6	26.0	26.7	27.5	28.8	30.6	30.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 10, 1980

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 3, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
		TOTAL AUDIENCE (Households (000) & %)																	6,640 8.7 ABC WRLD NEWS TONIGHT-SUN
W E E K 1	ABC TV	AVERAGE AUDIENCE (Households (000) & %)																	5,490 7.2 20 7.1 7.3
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
		TOTAL AUDIENCE (Households (000) & %)	11,220 14.7	CBS SPORTS SPEC.-SUN.														7,020 9.2 CBS EVENING NEWS- DEAN	
K 1	CBS TV	AVERAGE AUDIENCE (Households (000) & %)	3,740 4.9	3.6*		3.9*		4.8*		4.3*		6.1*		6.5*		6,100 8.0			
		SHARE OF AUDIENCE %	18	14 *		15 *		18 *		15 *		21 *		22 *		22			
		AVG. AUD. BY ¼ HR. %	3.9	3.3	3.7	4.2	4.9	4.6	4.3	4.2	5.5	6.6	6.7	6.2		7.9	8.2		
		TOTAL AUDIENCE (Households (000) & %)	5,490 7.2 SPORTSWORLD														6,030 7.9 NBC NIGHTLY NEWS- SUN.		
W E E K 2	NBC TV	AVERAGE AUDIENCE (Households (000) & %)	2,820 3.7														4,810 6.3		
		SHARE OF AUDIENCE %	13														17		
		AVG. AUD. BY ¼ HR. %	3.0														5.9	6.8	
		TOTAL AUDIENCE (Households (000) & %)	3,430 4.5	14,420 18.9	PGA CHAMPIONSHIP-SUN														
W E E K 2	ABC TV	AVERAGE AUDIENCE (Households (000) & %)	2,900 3.8	5,720 7.5	5.6*		6.2*		6.8*		8.0*		8.7*		9.1*		8.3*		
		SHARE OF AUDIENCE %	13	21	19 *		19 *		20 *		23 *		25 *		23 *		20 *		
		AVG. AUD. BY ¼ HR. %	3.9	3.7	5.4	5.8	6.0	6.4	6.6	7.0	7.7	8.4	8.6	8.9	9.0	9.2	9.0	7.6	
		TOTAL AUDIENCE (Households (000) & %)	7,940 10.4 US CLAY COURT TENNIS SUN														8,320 10.9 CBS EVENING NEWS- DEAN		
K 2	CBS TV	AVERAGE AUDIENCE (Households (000) & %)		3.3*		2.8*		4.2	3.0*		3.9*		4.6*		5.3*		6,790 8.9		
		SHARE OF AUDIENCE %		11 *		9 *		12	9 *		12 *		13 *		15 *		21		
		AVG. AUD. BY ¼ HR. %	3.3	3.3	3.0	2.7		2.8	3.2	3.6	4.3		4.7	4.6	5.2	5.4	8.2	9.6	
		TOTAL AUDIENCE (Households (000) & %)	8,090 10.6 SPORTSWORLD														8,390 11.0 NBC NIGHTLY NEWS- SUN.		
	NBC TV	AVERAGE AUDIENCE (Households (000) & %)	4,580 6.0														7,020 9.2		
		SHARE OF AUDIENCE %	18														21		
		AVG. AUD. BY ¼ HR. %	5.4														9.0	9.3	
		TOTAL AUDIENCE (Households (000) & %)	5.8																
TV HOUSEHOLDS USING TV			WK. 1	26.3	25.9	26.1	26.5	26.4	26.9	27.7	28.4	29.9	31.2	31.6	32.9	34.7	35.6	36.5	38.1
(See Def 1)			WK. 2	30.7	30.5	30.3	31.0	32.6	34.2	34.4	34.7	35.5	36.0	36.6	38.2	40.2	42.2	43.2	43.8

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 10, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC MONDAY NIGHT MOVIE	2	10.10-12.10AM	-GRID								19,840 26.0	12,360 16.2	32		17.2		
			11.00											17.2*	33*	17.2	
			11.15													16.7	
			11.30											16.7*	37*	16.8	
			11.45													15.8	
			12.00														
CBS CARTER ANALYSIS(S)	2	10.02-10.18PM	-GRID								13,280 17.4	11,980 15.7	28		15.5		
			10.15														
CBS LOU GRANT	2	10.18-11.18PM	-GRID								16,180 21.2	11,370 14.9	27		15.5		
			11.00													13.5	
			11.15														
NBC NBC MONDAY NIGHT MOVIES	2	10.10-12.00MD	-GRID								17,170 22.5	9,690 12.7	25		13.5		
			11.00													12.9	
			11.15											13.2*	25*	12.1	
			11.30													12.5	
			11.45											12.3*	27*		
EVENING TUESDAY																	
CBS LAROCHE FOR PRESIDENT(S)	2	10.55-11.00PM	10.45								10,760 14.1	8,620 11.3	20		11.3		
EVENING WEDNESDAY																	
CBS ED CLARK FOR PRESIDENT(S)	2	10.55-11.00PM	10.45								8,620 11.3	6,790 8.9	17		8.9		
EVENING FRIDAY																	
ABC ED CLARK FOR PRES. COMM(S)	2	10.56-11.00PM	10.45								9,230 12.1	8,010 10.5	20		10.5		
NBC ED CLARK-PRES.(S)	2	10.55-11.00PM	10.45								8,010 10.5	6,030 7.9	15		7.9		
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,960	18.3	13,960	18.3	39	18.3		13,050 17.1	13,050 17.1	36		17.1		
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,650	7.4	5,490	7.2	17	7.2		5,420 7.1	4,960 6.5	14		6.5		
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								7,630 10.0	7,630 10.0	23		10.0		
	1	9.09- 9.10PM	9.00	5,040	6.6	5,040	6.6	16	6.6								
NBC NBC NEWS UPDATE-SAT.	1	9.06- 9.07PM	9.00	7,710	10.1	7,710	10.1	24	10.1		6,940 9.1	6,940 9.1	20		9.1		
	2	9.04- 9.05PM	9.00														
NBC NBC PROMO FILL-SAT(SUS)	1	9.52-10.00PM	9.45														
NBC SATURDAY NIGHT	1	11.30-12.51AM	11.30	13,730	18.0	8,470	11.1	36	11.6		13,200 17.3	7,710 10.1	34		11.4		
	2	11.30-12.47AM	11.30													11.4	
			11.45											11.4*	33*	10.2	
			12.00													9.2	
			12.15											9.7*	34*	8.9	
			12.30													7.6	
			12.45														
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	7,710	10.1	7,710	10.1	23	10.1		8,700 11.4	8,700 11.4	24		11.4		
ABC ABC SUNDAY NIGHT MOVIE	2	8.00-10.26PM	-GRID								18,850 24.7	11,670 15.3	27				
CONT'D																	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
ABC ABC SUNDAY NIGHT MOVIE-CONT'D			10.15																
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,450	15.0	11,450	15.0	30	15.0			11,290	14.8	11,290	14.8	26	14.8		
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	7,100	9.3	7,100	9.3	19	9.3			10,760	14.1	10,760	14.1	25	14.1		
NBC NBC PROMO FILL-SUN(SUS)	1	10.54-11.00PM	10.45																
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.09AM	-GRID	3,890	5.1	2,370	3.1	13											
	2	11.30- 1.37AM	-GRID									3,740	4.9	1,980	2.6	12			
			12.45					2.8*	15*						2.5*	13*	2.4		
			1.00						2.6								2.2		
			1.15						2.4								1.9		
			1.30														1.7		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.45	10,530	13.8	10,530	13.8	27	11.2	M-F		11,450	15.0	11,450	15.0	28	10.5	M-F	
			9.45						15.6	TU-TH							17.9	TU-TH	
ABC ABC NEWS:NIGHTLINE M-TH	2	>	-GRID									7,400	9.7	6,710	8.8	27		M-TH	
			11.45														9.4	TU-TH	
			12.30														6.4	MON.	
			12.45														6.1	MON.	
			1.00														5.5	MON.	

ABC FRIDAYS	1	11.30-12.41AM	11.30	10,070	13.2	6,180	8.1	25	8.6	FRI.									
			11.45					8.5*	23*										
			12.00						8.4	FRI.									
			12.15						8.2	FRI.									
			12.30					8.1*	26*										
ABC PGA CHAMPIONSHIP-FRI.(S)	2	11.30 12.00MD	11.30									5,420	7.1	4,270	5.6	15	6.5	FRI.	
			11.45														4.7	FRI.	
ABC BARNEY MILLER-11.30	1	11.50-12.25AM	11.45	5,490	7.2	4,270	5.6	20	5.9	MON.									
			12.00						5.5	MON.									
			12.15					5.5*	21*										
ABC CHARLIE'S ANGELS-11.30	1	11.50-12.58AM	11.45	7,250	9.5	4,500	5.9	24	5.5	THU.									
	2	11.50-12.57AM	11.45									6,710	8.8	4,430	5.8	22	6.2	THU.	
			12.00						5.7	THU.							5.8	THU.	
			12.15					5.8*	23*								5.8	THU.	
			12.30						6.4	THU.							5.7	THU.	
			12.45					6.1*	29*								5.7*	25*	
ABC LOVE BOAT-11.30	1	11.50 12.58AM	11.45	6,030	7.9	4,040	5.3	20	4.9	WED.									
	2	11.51 1.00AM	11.45									7,320	9.6	5,110	6.7	27	6.4	WED.	
			12.00						5.6	WED.							7.3	WED.	
			12.15					5.4*	19*								6.8	WED.	
			12.30						5.5	WED.							6.8	WED.	
			12.45					5.3*	24*								6.6*	30*	
ABC SOAP-11.30	1	11.50-12.24AM	11.45	5,570	7.3	4,430	5.8	21	6.4	TUE.									
	2	11.50-12.25AM	11.45									6,260	8.2	4,730	6.2	23	6.6	TUE.	
			12.00						5.6	TUE.							6.4	TUE.	
			12.15						5.3	TUE.							5.6	TUE.	
ABC CITIZENS FOR LAROUCHE(S) CONT'D	2	12.00 12.30AM	12.00									3,740	4.9	2,980	3.9	13	4.4	FRI.	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

				WEEK 1							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D											
ABC CITIZENS FOR LAROCHE(S)-CONT'D											
ABC BARNEY MILLER-12.25	1	12.25-12.43AM	12.15 12.30	3,740	4.9	3,510	4.6	20	4.2 4.7	MON. MON.	
ABC TUESDAY MOVIE OF THE WEEK	1	12.24- 1.49AM	12.15	4,650	6.1	3,280	4.3	24	4.4	TUE.	
	2	12.25- 1.48AM	12.15 12.30 12.45 1.00 1.15 1.30 1.45				4.3*	21*	4.2 4.3 4.5 4.4 4.1 4.0	TUE. TUE. TUE. TUE. TUE. TUE.	
ABC BARETTA-THU.	1	12.58- 1.48AM	12.45	3,970	5.2	3,050	4.0	26	4.2	THU.	
	2	12.57- 1.47AM	12.45 1.00 1.15 1.30 1.45				4.1*	25*	4.0 4.1 3.9 3.5	THU. THU. THU. THU.	
ABC BARETTA-WED.	1	12.58- 1.48AM	12.45	3,510	4.6	2,440	3.2	21	3.3	WED.	
	2	1.00- 1.51AM	1.00						3.3	WED.	

## OTHER PROGRAMS

WEEK 2									
TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
					3.5	FRI.			
3,890	5.1	2,140	2.8	16	3.6	TUE.			
					3.1	TUE.			
			3.0*	15*	2.8	TUE.			
					2.7	TUE.			
			2.6*	17*	2.6	TUE.			
					2.6	TUE.			
					2.3	TUE.			
4,580	6.0	3,430	4.5	28	5.1	THU.			
					4.8	THU.			
			4.6*	27*	4.4	THU.			
					4.3	THU.			
					3.6	THU.			
4,500	5.9	3,590	4.7	33	4.5	WED.			

			1.15 1.30 1.45			3.1* 19*	2.9 3.2 3.4	WED. WED. WED.		4.7* 31*	4.8 4.7 4.5	WED. WED. WED.
ABC BARNEY MILLER-11.30	2	1.02- 1.36AM	1.00 1.15 1.30								4.2 4.1 4.1	MON. MON. MON.
ABC BARNEY MILLER-12.25	2	1.36- 1.54AM	1.30 1.45								4.4 4.3	MON. MON.
CBS NEWSBREAK-M-F		>	8.45 9.00	9,080	11.9	9,080	11.9	24	12.1 11.7	M-F TU & W		M-F
CBS LAROUCHE FOR PRESIDENT(S)	1	11.30-12.00MD	11.30 11.45	4,730	6.2	3,660	4.8	13	5.6 4.0	FRI. FRI.		
CBS LATE MOVIE I		>	-GRID 11.45 12.00 12.15 12.30 12.45 1.00	6,560	8.6	4,430	5.8 6.9*	20 20*	6.8 5.7 5.3 4.7 4.2 3.7	M-F M-TH M-F M-F M-F FRI.	6.870 7.3* 21*	M-F MTUTHF M-F M-F M-F M-F
CBS YOUR TURN:LTRS-CBS NEWS(S)	2	11.30-12.00MD	11.30 11.45									
CBS LATE MOVIE II		>	-GRID 12.45 1.00 1.15 1.30 1.45	3,360	4.4	2,590	3.4	19	3.8 3.5 3.3 2.3 2.1	M-F M-TH M-F FRI. FRI.	3.890 5.1* 24*	M-F TUTHF M-F M-F M & W
							3.6* 23*				4.0* 23*	M & W
							2.2* 14*				3.5* 28*	M & W

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	8,930	11.7	8,930	11.7	24	11.7	M-F	9,000	11.8	9,000	11.8	24	11.8	M-F
NBC TONIGHT SHOW	2	>	+GRID								10,300	13.5	5,800	7.6	28	9.5	M-F
			11.45											9.8*	28*	7.6	TU-F
			12.00													8.8	TU-F
			12.15											8.2*	30*	7.6	TU-F
			12.30													6.2	M-F
			12.45											6.1*	26*	5.7	M-F
			1.00													4.8	MON.
			1.15											4.6*	24*	4.4	MON.
			1.30													4.0	MON.
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	6,100	8.0	3,200	4.2	27	4.5	FRI.	6,030	7.9	3,130	4.1	27	5.2	FRI.
			1.15				4.7*	24*	4.9	FRI.				4.7*	25*	4.3	FRI.
			1.30						4.6	FRI.						4.3	FRI.
			1.45				4.3*	27*	3.9	FRI.				3.9*	26*	3.6	FRI.
			2.00						3.9	FRI.						3.6	FRI.
			2.15				3.7*	30*	3.4	FRI.				3.5*	30*	3.4	FRI.
NBC TOMORROW SHOW		>	+GRID	2,820	3.7	2,060	2.7	18		M-TH	2,820	3.7	2,140	2.8	19		TU-TH
			1.45				2.5*	19*	2.0	M-TH						2.2	TU-TH

DAY MONDAY-FRIDAY																	
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,860	10.3	7,630	10.0	33	10.0	M-F	7,400	9.7	7,100	9.3	32	9.3	M-F
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC ABC NEWS SPECIAL REPORT(SUS)	1	4.45- 4.53PM	4.45							TUE.							M-F
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00 10.15 10.30 10.45								6,790	8.9	4,500	5.9	29	5.3	THU.
														5.8*	29*	6.3	THU.
																5.8	THU.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,420	7.1	5,190	6.8	28	6.8	M-F	5,420	7.1	5,190	6.8	27	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,880	6.4	4,650	6.1	20	6.1	M-F	4,880	6.4	4,650	6.1	20	6.1	M-F
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00 4.15								5,570	7.3	4,350	5.7	21	5.7	TUE.
																5.7	TUE.
CBS CBS NEWS SPECIAL RPT(SUS)	1	4.45- 4.50PM	4.45							TUE.							M-F
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							
NBC NBC NEWS UPDATE-11.28AM(SUS)	1	11.28-11.29AM	11.45							M-F							
NBC NBC NEWS SPEC RPT(SUS)	1	4.45- 4.49PM	4.45							TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK 8.56AM		8.56- 8.59AM	8.45	2,750	3.6	2,520	3.3	28	3.3		2,290	3.0	2,140	2.8	24	2.8	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK 10.26AM		10.26-10.29AM	10.15	3,590	4.7	3,200	4.2	21	4.2		3,360	4.4	3,130	4.1	22	4.1	
ABC SCHOOLHOUSE ROCK 11.26AM		11.26-11.29AM	11.15	4,880	6.4	4,500	5.9	26	5.9		4,810	6.3	4,580	6.0	29	6.0	
ABC DEAR ALEX & ANNIE 11.56AM		11.56-11.59AM	11.45	4,430	5.8	4,040	5.3	22	5.3		4,120	5.4	3,740	4.9	23	4.9	
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,830	2.4	1,750	2.3	23	2.3		1,980	2.6	1,830	2.4	27	2.4	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,510	4.6	3,280	4.3	31	4.3		3,430	4.5	3,360	4.4	36	4.4	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,260	6.9	4,960	6.5	39	6.5		5,340	7.0	5,190	6.8	42	6.8	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	6,560	8.6	6,260	8.2	42	8.3		5,490	7.2	5,340	7.0	40	7.1	
		10.00							8.2							6.9	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,260	8.2	5,950	7.8	35	7.8		4,270	5.6	4,040	5.3	25	5.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,570	7.3	5,340	7.0	31	7.0		4,430	5.8	3,820	5.0	24	5.0	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,720	7.5	5,260	6.9	28	6.9		5,420	7.1	4,730	6.2	28	6.2	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,880	6.4	4,580	6.3	24	6.0		3,360	4.4	3,050	4.0	18	4.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,570	7.3	5,260	6.9	27	6.9		4,880	6.4	4,730	6.2	26	6.2	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,950	7.8	5,490	7.2	27	7.2		4,500	5.9	4,430	5.8	23	5.8	
CBS US CLAY COURT TENNIS-SAT(S)	~2	3.00- 5.02PM	+GRID 5.00								7,320	9.6	2,900	3.8	12		5.1

NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,290	3.0	2,290	3.0	25	3.0		2,060	2.7	2,060	2.7	23	2.7	
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	3,130	4.1	2,980	3.9	21	3.9		2,440	3.2	2,440	3.2	20	3.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	3,590	4.7	3,280	4.3	21	4.3		3,820	5.0	3,510	4.6	24	4.6	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,120	5.4	4,040	5.3	24	5.3		3,970	5.2	3,820	5.0	24	5.0	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,970	5.2	3,820	5.0	22	5.0		4,730	6.2	4,580	6.0	29	6.0	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	4,040	5.3	3,820	5.0	21	5.0		3,590	4.7	3,430	4.5	21	4.5	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.20PM	+GRID 2.15								5,420	7.1	4,650	6.1	24		6.3
	1	3.00- 3.22PM	+GRID 3.15	5,490	7.2	5,040	6.6	25		6.9							
NBC NBC MAJOR LEAGUE BASEBALL	1	3.22- 6.35PM	+GRID 6.30	12,060	15.8	4,580	6.0	20		5.8							
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,750	3.6	2,670	3.5	19	3.5		2,370	3.1	2,290	3.0	16	3.0	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,910	2.5	1,680	2.2	12	2.2		2,670	3.5	2,290	3.0	14	3.0	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	<<		<<			<<		460	.6	380	.5	7	.5	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	990	1.3	990	1.3	14	1.3		690	.9	690	.9	9	.9	